

#### Abstract

A system and method for over the air activation is provided wherein on activation of a mobile phone, a user is provided with a home page accessible via a computer or the mobile phone. If the home page is accessed via the Internet an image of the mobile phone is displayed and when changes are made to the home page, these changes are observed in such image. Changes to the home page made either via the computer or the mobile phone are observed when viewing the home page with the other access means.